

Case Study

How a Leading Fashion & Lifestyle Brand Increased Its Digital Revenue Contribution Through Modular, Full-Funnel Personalization

- Product Recommendations
- Personalized Search
- Omnichannel Engagement
- Marketing Automation Chains

The image shows a laptop displaying the Penti website. A search bar at the top right contains the text 'pyjamas'. Below the search bar, a 'Search Results' overlay is visible, showing a list of categories and a grid of product cards. A 'Product Recommendation' carousel is positioned at the bottom of the laptop screen, displaying several clothing items with their respective prices and discount percentages.

Search Results

Product Name	Price
Light Pink Pyjama - Time Crew Neck	\$40,00 €
Garden Flowers Shirt & Pants	\$70,00 €
Blue Lela Shirt & Pants Pyjamas	\$40,00 €
Pink Long-Sleeve Thermal Pyjamas	1.799,99 €
Fuchsia Bloom Stripes Shirt & Pants	\$40,00 €
Navy "It's Sunday" Pyjama Pants	390,00 €

Product Recommendation

Product Name	Price	Discount
Red Tiny Hearts Shirt & Pants Pyjama Set	€1.799,99	
Red For You Striped Shirt & Pants Pyjama Set	€1.799,99	
Pink Blossom Pointed Nightgown	€1.499,99	20%
Black Dot Mesh Bra	€899,99	23%
Red Lucy Striped Shirt & Pants Pyjama Set	€1.799,99	
Off-White Red Hearts Shirt & Pants Pyjama Set	€1.799,99	

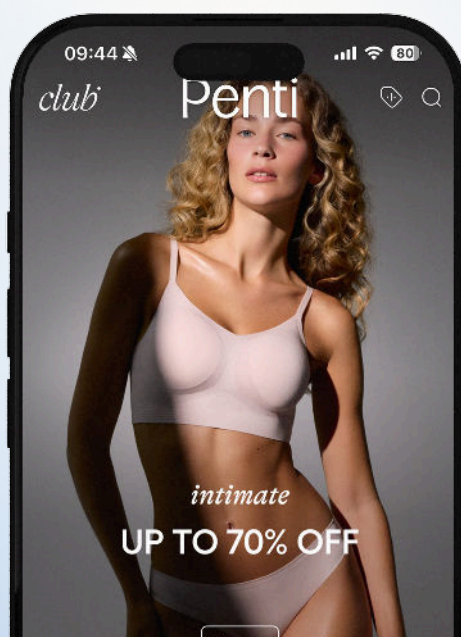
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— Industry Context & Execution —

“Penti transformed its digital commerce experience into a scalable, data-led personalization engine with PersonaClick.”

Penti, one of Turkey’s leading fashion and lifestyle brands, set out to evolve its digital commerce operations from channel-based execution into a fully integrated, personalization-driven growth model. With a broad product portfolio spanning apparel, hosiery, and lifestyle categories, and a high-volume omnichannel customer base, the brand’s priority was to translate diverse behavioral signals into measurable digital revenue at scale.

With **PersonaClick**’s modular personalization platform, **Penti** unified onsite experiences, mobile app engagement, and cross-channel customer communication under a single intelligence layer. Real-time product recommendations, behavioral automation, search personalization, and data-driven messaging enabled **Penti** to orchestrate the entire customer journey as a continuous, full-funnel personalization system rather than isolated campaigns.



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— PersonaClick Scope & Activation —

“Penti drives measurable digital growth by activating PersonaClick across onsite personalization and mobile engagement.”

Product Recommendations are used from product pages through the cart, with Penti’s best performing recommendation widget being “Similar Products” on PDP, reaching 26% CTR.

App Push is one of Penti’s go-to channels for driving conversions, executed in both bulk and automated formats, with 1.1B push notifications sent in a year.

Across PersonaClick’s advanced solutions, Penti reports 20% monthly assist in revenue and 31.7% of transactions driven through PersonaClick, with the active solution set listed as Product Recommendations, Search, Cross Channel Communications, and Automated Messages.



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— Key Results & Highlights —

Product Recommendations

Achieved

26% CTR

with the best-performing “Similar Products” widget on product detail pages.

Driving engagement from PDP through the cart experience.

Cross-Channel & Automated Messages

Contributed to

20%

monthly revenue assist through personalized customer communications.

Supporting conversions across digital touchpoints.

Mobile App Push

1.1B

push notifications sent annually via bulk and automated app push campaigns.

One of Penti's primary conversion-driving channels.

Overall PersonaClic Impact

31.7%

of transactions driven through PersonaClic's advanced solutions.

Positioning personalization as a direct revenue contributor.

Together, these results highlight how personalization directly supports Penti's digital revenue performance.

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Closing Notes

Thanks to the structure we have built with **PersonaClick**, we now have a powerful system that allows us to manage customer communication from a single point. By bringing online and offline data together, it enables us to deliver a holistic customer experience. From in-app notifications to email and web push, we are able to reach our customers at the right time and on the right channel. We now manage our retail approach in a smart, measurable, and efficient way. For us, **PersonaClick** is not just a technology provider but also a trusted partner that supports our strategic decisions.

Senior Performance
Marketing Manager, **Penti**
Dorukhan Girgin

Penti is a strong example of how personalization, when approached not as a tactic but as a holistic system, can create real value. When data, application, and modular capabilities work together, personalization moves beyond being a testing ground and becomes a direct driver of digital revenue; the work we have done with **Penti** is a powerful example of this...

CEO **PersonaClick**
Gürhan Işık

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